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A  
Blue Book  
of  
Rare Glads



THE  
SCHEER  
INTRODUCTIONS



1937

H. J. NITCHMAN  
GLADIOLUS SPECIALIST  
ARLINGTON - OHIO - U. S. A.

# Over the Garden Fence

That is how I would like to meet you all, each morning during the blooming season, that we might be able to enjoy each other's glad happiness in our work with these most wonderful flowers. Over the garden fence—you in the middle of your patch and I in mine, discussing the fine points of this one and that one, holding up a choice spike for the other to examine. You know, friends, I think that our chief happiness in this great work is that pleasure of sharing our treasures with others. I know that sometimes, when I happen to be alone in the field and chance upon a particularly fine spike, or a beautiful new seedling, that half the pleasure is lost because I am alone.

Thus it is, that I meet you again, in this new year of '37, with hopes and hearts full—here over the Garden fence. I feel somewhat alone, to be sure, in that I am the fellow who has to do all the gabbing, while you will have to write to me with your opinions. Still, I think you will bear with me, that this little annual chat is a looked-forward-to pleasure—at least I am sure of that fact.

I present this year's catalogue with more pleasure than ever before—not all together because times are decidedly better, nor because I happen to have a fine crop of new and rare glad bulbs for you to consider, nor, either because I am in good health and in good spirits; but chiefly because this year is a banner year for me and I feel sure it is to be a banner year for all connected with the gladiolus industry. Shall I explain?

Reading a little further in the book, you will notice my affiliation with a man whose work with breeding glads has placed him at the very top of the list of successful hybridizers. A gentleman of the first water, whose scientific breeding has worked wonders in the field of endeavor—wonders that I hardly dare breathe about for fear you, and you, and you will not believe me. I am hoping that in the course of the next few years his seedlings will be propagated in such quantities that some of these fine varieties will be available to each of you at a very nominal price, and then I shall be tickled pink if I can get a look at the gaze of consternation

(Continued on page four)

Dr. Scheer, with whom I am now engaged in the introduction of his seedlings, is a surgeon and physician of Sheboygan, Wisconsin.

He is well known in his profession and recently has become known for his unusually fine seedlings in the gladiolus field. Not only gladiolus have received attention from Dr. Scheer, but several fine iris have been produced by him and for the last ten years or so he has also done extensive breeding with hardy chrysanthemums, producing several very early blooming varieties in much improved colors.



**DR. GEORGE H. SCHEER**

Dr. Scheer, whose work has been done with mathematical precision and study, has used many varieties of gladiolus in his breeding work, but has made it a point to study the genetics of the cross and the ancestry of the parentage first. While many hybridizers might make a hundred crosses a day Dr. Scheer has contented himself with a few and indeed over a season's period of many hours per day, he has never exceeded 350 crosses for the year. This in itself is due to the study of the crosses and the careful work required to accomplish the completed cross.

With a fine eye for beauty of color, Dr. Scheer has selected many seedlings that are gloriously beautiful. His seedlings also seem to have stamina and size bred into them. My own examination of his bulbs proves them to be clean and healthy and really full of pep.

The next few years will see some astounding introductions from the hands of this new hybridizer. We have full rights to the dissemination of these seedlings and all inquiries concerning these should be directed to us; however, I am sure Dr. Scheer will be more than interested to have your letters regarding the actual phase of hybridization.

A few words concerning the seedlings of this hybridizer will not be amiss. I have no intention of here attempting to boast of them—not any useless words of praise. I am in a very fine position to know that there are seedlings in this collection that are far in advance of any glads on the present day market, so far as I have been able to ascertain from my ten years of growing experience, during which time I have grown and bloomed over five thousand different varieties—among them the very select from home and abroad. I have introduced several during the past few years that are now making their way gradually and surely to the top of the peak, but in all of these seedlings I have grown, both for other hybridizers and of my own, I HAVE NEVER EXPERIENCED THE PLEASURE OF FINDING THE EQUAL OF THE SCHEER SEEDLINGS.

Saying a lot, perhaps—but it's true! I won't go on and try to tell you what a range of colors are to be found in the seedlings, nor will I attempt to tell you what other men who know glads (some perhaps better than I) have stated regarding the Scheer glads I am, however, printing a few of the letters that were sent to me regarding these glads, and from men who should know what they are talking about. I hope their recommendations will be sufficient to convince you that THE SCHEER SEEDLINGS ARE SUPERIOR VARIETIES IN EVERY WAY. I will mention a few of the most outstanding ones that have come to my attention, although these named here were but a few specimens from a single morning pick.

One in particular that entranced me was a Minuet seedling that completely overcast its parent. This was a smooth, clear

and light to medium lavender, completely self, heavily ruffled with seven open. The color was so remarkable that it simply stood out. There was absolutely no comparison with Minuet in this variety. Another one, a huge bronzy buff, with a color just a few shades warmer than Wasaga and completely dominating that variety in beauty, opened seven also on a fine spike from a small bulb. A beautiful blue, completely and solidly clear medium blue and no other color will describe this glad—was a perfect dream. However, when I mentioned this one to the good doctor he stated this was one of his older ones and that there were others that surpassed it by miles. What do you think of that? Here I go and pick out a blue glad that is completely superior to any blue yet grown by me and then, presto, it is just one of the older ones and there are far better ones. I believe that the finest blues the world has yet seen will come from this collection.

I could go on for hours mentioning these seedlings, but why? They won't be available for several years yet, because we've finally decided that stock of them shall be in sufficient quantity that a low price will place them within the reach of all, before introducing them. There is one consolation, however, and that is, that most of all these seedlings seem to be fine propagators, so luck with us, we will soon be able to supply you with these fine glads.

Perhaps, I may seem over enthusiastic to many of you. I know that perhaps I am too rabid a glad man to believe when it comes down to real glads, but listen to me, my glad friends: I am confident of the fact that I do know a real glad when I see one, and I have seen them, in the Scheer seedlings. Proof? You want proof of my belief in these seedlings?

**HERE IS YOUR PROOF!**—I am herewith, in this catalogue and with the additional list enclosed, offering my entire stocks of nearly all varieties I have been growing, both domestic and foreign, at a low price in order that I may give my full time to the growing of over 50,000 seedlings, the selection and propagation of the same, and the subsequent dissemination. Isn't that proof enough? If a man offers the cream of the world's produce in the glad industry, he must have reason for so doing. My reason for so doing is, as I have said before, the SCHEER SEEDLINGS. And a right good

reason, too. I will venture to state that I could, over a summer's period, pick from this collection a selection of glads amounting to several hundred that would equal, or I shall say be superior to, the present day best.

This year's introductions, CHIEF RED BIRD and BELTANE THE STRONG, are two fine varieties that are as good, or better, than any competition on the market. I want to state however that these varieties are of the older crosses and will mention that there are far superior ones to come yet. However, I believe that they will both become the talk of the glad world, and as they propagate fine, I will recommend that those wishing to make a good investment in a future commercial glad, SURELY WILL invest in these two varieties. We mention this because we believe they will be sought after for various reasons—first, color; second, size, and third, behavior. All characteristics are ideal. It is with the greatest of pleasure I announce the above information to you and I trust you will be interested in the SCHEER SEEDLINGS.

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## OVER THE GARDEN FENCE

(Continued from inside front cover)

upon your faces, as you begin to realize, for the first time, that you are indeed looking upon the master work of a hybridizer. Over enthusiastic, you say? Read what others, also experts in the field, say about them. No, friends, this little praise is very little indeed to ward what is due the man of whom I am speaking.

That fact is why I am so jubilant as I write this little introduction to you. That is why I would love to say "Howdy" over the Garden fence every morning next summer, and be able to show you spikes of glads with colors never approached for sheer beauty of form and color.

And now, shall I say: Try some of these new ones and be convinced? Will you share my pleasures with me this coming season? I hope that each of you will treat yourself to the best, and believe me that is putting it mildly. May I remark: "The best cannot compete with the Scheer originations"? If you don't believe me, just try them.

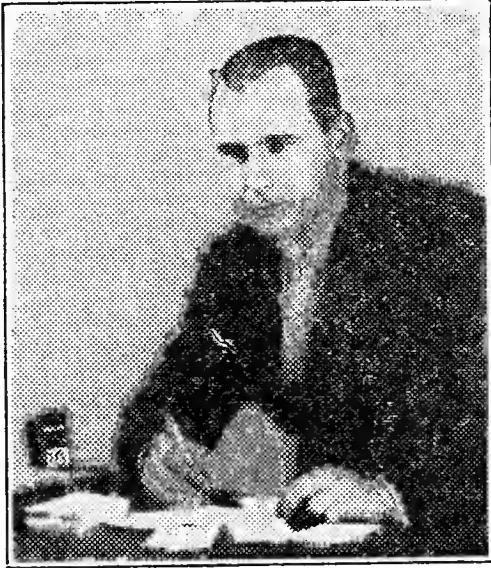
See you again, over the Garden fence.

Yours for a better standard in Gladdom,

—H. J. N.



## Needed--A New Standard of Gladiolus



H. J. NITCHMAN

It might be well to say here a few words about the future of the gladiolus industry as a whole and as a prospective business for many of our friends and customers to engage in as a means of livelihood. Perhaps not all will agree with the author's viewpoint but when mentioned to many friends in person, nearly all have been unanimous on the points mentioned.

Perhaps we might as well start with the actual expansion possibilities of the business. This has been widely discussed and by many has been stated to be of limited end. I do not believe for myself that we have actually scratched the surface of the real expansion possibilities. When we consider that probably the largest mailing list in the country (referring of course to gladiolus growers) is under a half million names, then we soon see that there are countless thousands of people who have yet to grow their first glads, and still more thousands who have grown glads in a limited way that will eventually grow them more abundantly.

We should strive, of course, to educate people to the flower, not merely as a source of income, but for actual beauty. Few yet have become actually beauty conscious in regard to flowers, and until this is done, we will grow them for purposes that are not so stimulating. We might use the English people

for an example of what flowers might do for us. In England there are seldom found homes without gardens and a profusion of all kinds of flowers. Folks buy cut posies from street pedlars, nosegays from the flower girls in the hotels, and as a result, one feels ill dressed in England if he doesn't wear a buttonhole blossom. The florist trade there is stimulated by this love, rather than held back by garden competition.

Perhaps we, as a nation, young, virile and full of advancement ideas, have overlooked real culture, the actual beauty and pleasure of growing flowers, and naturally glads, for a chief enjoyment plan. Rather, many of us plant them out near the street so our friends and neighbors can see them—thus making use of them as a decorative proposition. When we do begin to love flowers for their beauty and not for the show they make, then and only then, will we have a ready market for the millions of bulbs grown.

Probably we have no one to blame for this condition but ourselves. Many, yes I will say, the majority of gladiolus introduced in former years has been developed without a thought except for size and color, with an eye for commercial uses. If more attention had been paid to actual beauty, yes the delicacy that comes with clear, pastel shades, fine monotone colors and clear unblemished satiny shades, then I feel that we would have been farther along our route.

Thus we might as well face the truth with glads. Evidencing facts are that such varieties as Douglas, Brinceps, Halley, etc., are falling by the wayside, while such varieties as Duna, Maid of Orleans, Picardy, Sweetheart, Minuet, etc., are rapidly coming to the front in heavier demand. There is absolutely no comparison between a fine basket of Coquette, Banner Bright, or Sweetheart and baskets of Giant Nymph, Shaylor, or Helga. In a moment's glance a good florist will give the ribbons to the former varieties. There is in the mind of the author no more beautiful variety in existence than the small Sweetheart, although it is given a heavy bid for competition by such varieties as Rapture, Symphony, Prairie Gold, Serenade, and Christabel.

And so we must conclude that there is something radically needed. Either we are to educate the public to beauty in glads

and develop glads for that purpose, or the glads of today will eventually become common and cheap and possibly be more of a detriment to the industry than a boon. My own suggestion is that we, each of us, try to get something more from blooms than just the fun of growing them. Have you ever taken a fine spike of Sisson and noticed the wonderful blending of color therein? Or Wasaga? Or Vesper Bells? Or any one of a hundred other fine clear colored glads that are now setting a standard apart from size, form, number open, and giant growth? Try it some time. Try using these flowers with other colors, in various bowls and vases, using blue delphiniums with Duna, red asters with Bagdad, pink asters or white with Maid of Orleans, green huckleberry with salmon shades, yellow roses with Pelegrina or Blue Admiral, white roses with Morocco or Moorish King, and a hundred other combination that I could mention.

You have only to try these combinations to see that we must reach eternally for Beauty. WE MUST BECOME COLOR CONSCIOUS. We must learn to LOVE flowers for themselves. We must set a new STANDARD for new introductions. We must and WILL demand beauty in color, form and size. A new era is here. We must face it with BEAUTY.

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## TESTIMONIAL LETTERS

I am here presenting to you some letters from men who are acquainted with glads of all sources and who have visited the seedling patch of Dr. Scheers. I think you will be interested to read what they have to say.

### QUOTED FROM LETTERS

Nov. 18, 1936.

Someone has said that if a man will but make a better mousetrap than his neighbor, the world will make a beaten path to his door.

If we may apply the same axiom to the gladiolus, then the path to the seedling garden of Geo. H. Scheer will indeed be well worn, when news of his achievements becomes known to the members of the glad world. For several years the good Doctor has been quietly conducting his hybridization work

and I understand his first two introductions will be offered this year.

It was my privilege one morning during the past summer, to spend a few hours with Dr. Scheer among his seedlings and NEVER HAVE I EXPERIENCED SUCH A THRILL.

Some men achieve greatness by the introduction of one super glad, such as Wentworth with his Mildred Louise, Ogrodnicek with Margaret Fulton, or Palmer with Picardy. In the few hours I spent among Dr. Scheer's seedlings I could have selected at least a half dozen glads EQUAL to or FINER than those in commerce today. Dr. Scheer's earliest work with glads was devoted to the blues and he has been richly rewarded with SCORES of fine blue seedlings, but he has not neglected the other colors. Exhibition specimens were to be found among the whites, reds and pinks and I think that the ACE of the patch that particular morning to me was a glorious shrimp pink Picardy seedling with all the charm of its famous parent but possessing a beauty superior to Picardy and withal, a distinctiveness and individuality all of its own.

There was also a very fine light pink, an orange apricot with scarlet blotch and several reds and scarlets that were far superior to Koehl, Sowden, or Tip Top.

When it is considered that the above named specimens were representative of just ONE morning's selections, then and only then, can we realize just what an exhibition the entire season would have made could they have been assembled at one time.

I have heard rumors of a new lavender which will set a new standard in that class, also a PINK Picardy which will supercede Picardy in popularity, and which will all be offered from the collection as soon as stock is of sufficient quantity to offer.

I FREELY PREDICT that in the short space of a few years' time, the name SCHEER will rank among the highest in the hall of hybridizers' fame.

(Signed) HAROLD E. JANES, Whitewater, Wis.

St Paul, Minn., Dec. 10, 1936.

Dear Mr. Nitchman:—I wish to congratulate you on your good fortune in having made arrangements for the introduction of

Dr. Scheer's seedlings. Although I have served on the show committee of the Minnesota Gladiolus Society for several years, I can truthfully say that from the seedlings IN BLOOM the day I visited the Dector last September, SCORES of spikes could have been selected, in many colors, that were SUPERIOR to ANYTHING ever exhibited at OUR SHOWS.

Unusually outstanding are his red seedlings, and it easy to say that his blue ones are just as fine. You simply cannot over-estimate his seedlings.

(Signed) C. H. KNUDSON, 415 New York Bldg.,  
FROM LEGION TRIAL GARDENS

Spring Green, Wis., Dec. 1, 1936

Dear Mr. Nitchman:—I had the pleasure of an inspection of Dr. Scheer's gardens late this summer and I can only state that I saw the future fine glads of America growing there.

After driving over ten thousand miles to look at various gardens, I have found this, the finest of all, growing within two hundred miles of my home. Dr. Scheer has thousands upon thousands growing and hundreds that are BETTER than most of the late ones to come out. All were carefully recorded and again crossed to further improvement if such a thing is possible. BLUES of fine clean color with healthy foliage. THE blue is in his garden; LAVENDARS astounding to look upon; MINUET has been surpassed; reds with perfect placement and color, colors as CLEAR AS CRYSTAL; Pinks and more pinks; seedlings of Picardy that will make you stand in awe. These glads will be the WINNERS in a very short time.

Received a box of tops later in the season; at least a dozen with 12 open, excellent spikes in form and placement, and coloring of the very best. Our trial gardens here at Spring Green are always open to visitors. However, no one should plan to find me here on Sundays during the summer of 1937, if coming. Everything is plainly marked with name and number, and also originator's name, but as for myself—well, I will be spending my Sundays in the gardens of Dr. Scheer.

Since writing the above, I have learned that you are to introduce these fine things to the world. My heartiest congratulations and good wishes.

E. A. LINS, Service Officer, Legion Trial Gardens

Mr. Walter Miller, of Sun Prairie, Wis., who is an enthusiastic booster for the Scheer seedlings, was away on a foreign trip when we wrote him regarding these seedlings, but I am sure if he is at home when you read this, he will be glad to vouch for the Scheer varieties and he was especially fond of CHIEF RED BIRD, being introduced this year, in these pages.

## Hybridizing the Gladiolus Scientifically

Mr. Nitchman has asked me to give a little synopsis regarding my work in the hybridizing field as a preliminary for the introduction of this year's offerings. I have here given a few remarks that might be considered history for me and I hope I shall not be boring you with the dry (to many) comment upon the process of crossing the gladiolus.

My love for flowers was probably inherited, for I remember how as a kid of four or five I already had my little "garden" in one corner of my grandfather's lot. I guess that, at one time or another, I have grown almost every species and variety that can be grown in our latitude, but I did not concentrate my efforts on any particular kind until I became quite seriously interested in iris breeding some years back. Of course, I had grown glads years back, but since I grew them in mixture only, at the time they did not serve to stimulate much interest in them.

My real interest in gladiolus dates back some years to the time when I bought some 45 of the best standard varieties of the day for the purpose of having plenty of material for cemetery bouquets; after my work with iris, I was immediately impressed with the possibilities of improving the existing varieties and I lost no time starting to work on glads. The net result of my first year's work was some 75 lots of seed from carefully hand-pollinated crosses. It seems that my intuition served me well from the start, for when these first seedlings reached the blooming stage there were found among them a goodly number that showed considerable advance in one way or another. So encouraging were the results, in fact,

that I extended my operations to the full limit my time permitted and, for the past few years, my annual crop of new seedlings has been in the neighborhood of 100,000

From the very beginning of my work with glads I have made it a point to keep systematic, accurate records of crosses, and results of each cross, and my record of crosses is my constant companion in all of my breeding work; in fact, except when using two named varieties, I never make a cross without first having looked up the full genetic history of each parent. In this connection I might mention that, while I have not excluded the use of standard varieties in my work, I have limited the employment of them very greatly for the reason that I find my seedlings provide a vastly more promising array of material, with the added advantage that I know their full genetic history for several generations back. During the past season I had provided myself with ample stocks of several of the much wanted New Zealand novelties, expecting to use them extensively: while I had enough material to keep me busy for several weeks, had I chosen to use it, I actually did not use them for more than a dozen crosses because they did not appeal to me. In other words, in choosing my material I am not awed by either an imposing name or a staggering price: what I am looking for is some trait that promises to be useful for the development of better varieties and my experience has been that such traits are much more likely to be found among my tens of thousands of seedlings than among a few dozens of (usually) much over-advertised novelties.

While it is possible to get outstanding seedlings from a single direct cross, I think that such result is the exception, rather than the rule. I believe that much better results are obtained through a process of evolution, by starting with some definite trait and developing it through a series of crosses. To be sure, this process is much slower and requires patience and study, but it is scientific and, to me, the results obtained are far more gratifying than those obtained by what must be considered as more or less chance crosses.

In my work I seldom figure a cross in advance: rather, each cross is to me an individual problem, to be met and solved as it arises. Having selected any given variety for the seed parent, I set about to find the pollen parent that seems to

best fit my requirements; while this is sometimes a very simple matter, at others, even with thousands of varieties at my disposal, it may require a half hour or more to find the proper eugenic mate for the contemplated cross. My record of crosses is an invaluable aid here and is constantly consulted. All seedlings are, of course, planted under their distinguishing number, those of each cross by themselves. As these seedlings begin to bloom they must be carefully scanned each day and each one that shows promise must be tagged with its own distinguishing number and, at the same time, a brief description of it is entered in the record book; while this involves a tremendous amount of labor, it is absolutely essential since it furnishes the data from which the performance of the different varieties as breeders can be figured.

past season I had provided myself with ample stocks of have interested me greatly. While I fully realized that this was, without doubt, the least promising field of all, the very fact served to stimulate my determination to produce THAT ulbe if such a thing were at all possible. After years of breeding I feel that I have been able to produce blues without a trace of the red blotches or lines which heretofore have been present in practically each one of the prominent blues.

Meanwhile I shall keep on trying to produce that "Ipomoea Blue," which you have set as your ideal.

GEO. H. SCHEER, M. D.

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## The Scheer Introductions for 1937

### First Offerings

After much debate, the Doctor and I have decided to list for sale the following two varieties, subject to these terms and conditions. Purchasers of stock of these two varieties here offered, do pledge themselves to follow these conditions. No contract is expected or asked. We simply want your WORD OF HONOR, that the conditions will be adhered to. There will be no penalty for breaking of these conditions—but of course, we shall sell ONLY to those who endeavor to cooperate with us in future introductions. I hope that we will



have the help of each and every grower in the country toward the fulfillment of these conditions.

### CONDITIONS OF SALE

(a) No Scheer variety shall be exchanged or traded for, but shall be offered for cash only, unless proper credit terms are made.

(b) The purchaser agrees under this sale that he shall for a period of three years after purchase (including year of purchase) ask the same price for stock that is set and decided upon by the introducers. This price shall be set August 1 of each year and a copy shall be forwarded to all customers. After this period of three years the holder of stock may sell at whatever price he desires. We intend to cooperate to the fullest extent toward helping each customer realize as much as possible from his investment, therefore we ask these conditions be adhered to.

(c) No bulblets shall be offered of any Sheer originations for a period of two years. We feel that the rapid downfall of the value of such varieties as Picardy was due in a large measure to the immediate offering of bulblets. This condition may be changed if the introducers offer bulblets at any time in this period.

## CHIEF RED BIRD

SCHEER—1937—(33C15-02)

Mr. W. H. Phipps x Commander Koehl

Type: Large Exhibition      Height: cut spike, 40 in. average  
Number open: 10

This variety, while being a fine exhibition or bench flower, should prove most valuable in the commercial field, so badly in need now of a good satisfactory clean red. Chief Red Bird will average ten open on field grown spikes, spikes that are adequately long for all ordinary cutting. The color is outstanding in its class and is really a heart-satisfying red.

Most reds have some orange in their makeup. Chief Red Bird is of a rich scarlet-red, verging on crimson; there is NO orange in it. There are no marks. It is SELF-red. The florets are wide open and in line like that of its parent, Phipps. This variety is EARLY. You commercial cut flower men know what

this means. The color is much deeper than Red Phipps and the substance is also much better. These are not just statements but actual truths and facts from actual examination. The spike will carry from 18 to 22 buds with anywhere from 8 to 12 open. Florets are spaced much better than those of Koehl or Red Phipps. Carries very healthy foliage and grows like a cornstalk, fast. Chief Red Bird is an immense propagator and will, from small to medium size bulbs, produce at least 50 bulblets depending upon care and growing conditions, of course. The bulblets run pretty well to large and have a very good germination degree. Chief Red Bird is offered this year for sale at the following prices:

One bulb, any size (larger ones first offered unless smaller ones specified)—\$10.00 each; 3 bulbs for \$25.00; 7 for \$50.00. **No bulblets for sale, either this year or next.**

Chief Red Bird is named after the famous Indian chief, Red Bird, of the valiant Indian tribes who engaged in the war of 1827. Like the noble red chief, Red Bird is also straight and tall, unbending, never crooking, and with a substance that does not wilt in the heat of the warmest days. Like the red men, again, it is a husky grower, overcoming obstacles and growing conditions that would overwhelm the average glad. Vigor and stamina mark the characteristics of this fine glad, now offered at a price within the reach of any fancier or any commercial grower.

## BELTANE THE STRONG

SCHEER—1937—(33C41-10)

Mrs. P. W. Sisson x Commander Koehl

Type: Exhibition      Height: cut spike, average 45 inches  
Number open: 7

This variety impressed me with both fine form and richness of color. Probably the form was most impressive, but the color is certainly fine. Reminds one some of Netherland Prince, the fine variety by Stevens which has fallen along the road somewhere due to its inability to propagate fast and because it quite often crooked badly. Well—you won't have any trouble with BELTANE crooking, nor propagation habits

either. It produces bulblets in profusion and germinates as well. The color is medium to rich geranium pink shading and blending into rich salmon with medium sized blotch on lower petal of white. This blotch is nearly covered with a suffusion of soft red lines giving the effect of a rose blotch on white. Colors are well balanced into the throat with reverses also the same color. The floret is lightly but distinctly and uniformly ruffled and the three lower petals are distinctive with large raised mid ribs, extending to the tips of the petals to give the impression of a needle tipped floret. Blooms are wide open with top floret well expanded to make an ideal exhibition floret. Placement nearly perfect, perhaps florets lap over one another just a trifle too much—not enough however to spoil the effect of a continuous ribbon of bloom. **VERY HEAVY SUBSTANCE.** Medium season. This variety will become popular because of its unusual lasting qualities. Very fine shipper as florets lie close to the stem. This characteristic is also present in Chief Red Bird, allowing tight shipping. Makes a fine plant with clean bulbs. The name seems to fit exactly, due to unusual stamina and vigor of the variety.

Bulbs for sale, any size, unless certain size is specified. Offered as per conditions. \$5.00 each bulb; 6 bulbs for \$25.00; 13 bulbs for \$50.00

#### ATTENTION—All Purchasers of These Varieties

To the winners of any blue ribbon with a Scheer introduction during the coming year of 1937, we will give a premium of one bulb of any one Scheer introduction of 1938, to be valued at not less than \$10.00 We shall also give to any winner of a blue ribbon using a Scheer introduction at any major show during 1937—\$5.00 cash; \$10.00 for a winner at the National Show.

**AGAIN ATTENTION!** You may get one or both of these bulbs free under a special offer described elsewhere in this catalogue. Look this up. Other rare bulbs may also be gained by this offer. Worthwhile!

## Our Blue List of 100 Best Glads

This list has been chosen for catalogue description simply because we have the best of reasons to think seriously that these are the glads of the future, each in its own respective class. This group of varieties does NOT consist of our entire collection by any means, as you will find upon reference to our price list sheets. We cannot give space to all the varieties we grow nor do we consider it at all necessary as many of the varieties are already well known to the amateur. However, we are listing many other varieties than are described here.

These varieties are described with honest comments, based on growth in a commercial field without irrigation, as such varieties should be. We have given you a bit of a tip on our own personal selection by starring (\*) some varieties that have appealed to us more or less for various reasons, some of which are mentioned. Many of these varieties are here offered for the first time in an American catalogue and I might as well state truthfully that on many of these varieties the stock is VERY LIMITED. I would most certainly suggest that if at all interested in them, you immediately place your order for reservation or delivery. Some are due to be disappointed as usual but if late in ordering you have no one to blame, because as stated here, stocks on some varieties are limited and in demand. We have tried to mention the bad features as well as the good features on all of these, but of course this cannot be done to entire satisfaction due to limited space. However, each of these listed varieties leaves our hands WELL RECOMMENDED. The final judge shall be YOU.

**ANGELUS**—(Palmer)—C12—Medium salmon pink with clear unmarked cream blotch. Opens six; is ruffled some; opens fine. Florists' variety with a future. Good propagator. Best from No. 1.

**AWATEA\***—(Burns)—B14—Pale rich pink, somewhat flaked with rose pink, sulphur throat, two deeper stripes. General color, peach blossom; opens 8. Watch this one—a real coming commercial.

**ALAN WATTS**—(Mair)—A4—A rich deep cream, considered larger than Miss New Zealand and much more outstanding

# Price List for Glads for Winter 1936--Spring 1937

## SPECIAL DISCOUNTS FOR LARGER ORDERS

We shall, as in years past, make some special discounts for larger orders, which naturally we can fill with less expense. The following table will give you an idea as to what we can offer you. These discounts are for orders sent to us with cash in full, before MARCH 15. After that date no discounts will be allowed. Thus you see it behooves you to order early. We make this suggestion: that if at all possible you might make up orders among your friends to a larger amount and thus secure your own bulbs at less cost or without any cost at all. Isn't that worth considering? No orders accepted for less than \$1.00 in any event. Orders filled for this amount even show a distinct loss to our shipping department.

On orders of \$10.00 to \$15.00, you may take a bulb discount of 12 per cent or a cash discount of 10 per cent.

On orders of \$15.01 to \$50.00, you may take a bulb discount of 25 per cent or a cash discount of 20 per cent.

On orders of \$50.01 and over, you may take a bulb discount of 35 per cent or a cash discount of 30 per cent.

Bulbs are shipped express collect on all orders where the discount is taken. All bulbs sold at the straight rate will have more extras and be shipped prepaid. However, we shall include extras and overcount with ALL orders.

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## ORDERING—NOTICE

Where bulbs are listed at a certain amount (say 2 for .10) do not order one bulb for .05, as we cannot fill these orders economically. Order two bulbs. You'll get another bloom anyway that will make you appreciate the fact. Takes just as big a sack and as much time to ship one bulb as it does for two; therefore the big rule thus. Bulblets are counted in all smaller amounts up to 100, and over that amount are measured. You will generally get more than if they were counted out; however, if shy a few, let me know.

NAME OF VARIETY	Per	Large	Medium	Small	Per	Blts.
Honey .....	2	.15	.10	(3) .10		
Hindoo Prince .....	2	.60	.40	(3) .30	12	.25
Herewaka .....	1	.50	.30			
ICEBERG .....	1	.25	.15	(2) .10		
INCENSE .....	1	2.00				
JERSEY CREAM.....	1	.50			3	.15
J. S. Bach .....	2	.50	.35		10	.25
JAMES FITZJAMES..	1	10.00			1	1.00
KASSEL .....	2	.50	.30	.20	15	.25
KOMIRI .....	1		10.00	5.00	1	1.50
Kooyong .....	1	.75	.50	.25	3	.10
LESCHI .....	1	.40	.35	.25	8	.25
LONDONDERRY .....	1	1.25	.90	.50	3	.25
LOTUS .....	2	.15	.10	(3) .10	50	.15
Lady Love .....	1	.10	.06	(3) .10	25	.15
Lolita .....	3			.15	25	.20
Lucifer .....	6	.25	.15		50	.20
LADY MARIE .....	1	.15	(2) .15	(3) .10	50	.25
LIGHTS OF GOLD...	1	(.20	(2) .25	(3) .15	59	.25
Mary Elizabeth .....	2	.15	.10		50	.15
MAKENU .....	1	1.00	.65	(2) .65	4	.25
Moenga .....	1			2.00	1	.40
MAC .....	1			.50	10	1.00
MANU .....	1			2.00	1	.40
MISS MARION.....	1		2.00	1.00	2	.50
Mywag .....	1	2.00		1.00	1	.20
Mrs. Worley .....	1	1.50			3	.25
MILFORD .....	1	.70	.40	(2) .50	10	.40
Manga .....	1	2.00	1.35	.90	2	.25
MATADOR .....	1	3.00	2.00	1.00	3	.50
Madelon .....	1	.50			3	.25
Miss Alameda .....	1	.10	(2) .10	(3) .15	15	.10
Miss Pocatello .....	1	.25			15	.15
Mignon .....	1	.75	.50		6	.25
MRS. E. J. HEATON..	1	.15	.10	(3) .15	50	.75
Miss Elegance .....	1	.40			10	.25
MAID OF ORLEANS..	6	.25	.20	(10) .20	100	.25
Mammoth White .....	6	.25			100	.25

NAME OF VARIETY	Per	Large	Medium	Small	Per	Bltz.
Margaret Fulton .....	6	.25	.15	.10	100	.25
Marmora .....	6	.25				
Mildred Louise .....	3	.25	.18		100	.50
Minuet .....	6	.25				
Mother Machree .....	6	.25	.18		100	.25
Mr. W. H. Phipps ....	6	.25				
May Davidson .....	3	.50	.35		25	.15
NORTHERN LIGHT..	1			.15	3	.25
NINO MARTINI .....	1	8.00	5.00			
Nerissa .....	3	.25	.18		50	.15
ORANGE DELIGHT..	1	.25	.15	.10		
OLIVE Marie BROWN	1	.50	.50			
Old Faithful .....	1	.10		(3) .10	25	.10
Oregon Sunset .....	1	.10	(2) .15	(3) .10	25	.10
Orange Princess .....	6	.25	.20		50	.10
FICARDY .....	6	.25	.15	(10) .10	100	.15
PRAIRIE GOLD .....	1	1.50	1.00	.50	2	.25
PINK CHAMPION....	1	.50	.35	.20	8	.25
Pantheon .....	1			.25		
Pititi .....	1	1.25	.75	.40	10	.50
PURE GOLD .....	1	1.00	.75	.35	2	.25
Pimpernil .....	2	.25	.20	.15	25	.20
POLAR ICE .....	1	.10	(2) .15		25	.10
PINNACLE .....	2	.25	.15	(3) .10	25	.15
PENSACOLA .....	1	2.00	1.00	.60	3	.50
Pelegrina .....	6	.35	.25	.15	50	.15
Pfizers Triumph .....	6	.25	.20	.15	50	.15
Pirate .....	3	.25	.20	.15	25	.15
Pride of Portland ....	6	.25	.20	.15	50	.15
Queen Helen 2nd ....	2	.15	.10	(3) .10	25	.15
Queen of Bremen ....	6	.25	.20	.15	50	.15
REVERIE .....	1		.25	(3) .25	25	.15
ROSE LADY .....	1	.25	.20	(3) .25	15	.10
ROYAL OMAR .....	1	1.00	.75	(3) .50	4	.25
ROSEX .....					10	.25
Reta Schell .....	1	.40	.30	.20	6	.15
Red Giant .....	1	3.00	2.00		1	.25
Royal Pink .....	1	2.00	1.60		1	.25

water, is THE BEST BULB? A bulb grown with normal sun and plenty of water will invariably suffer a relapse the next season. especially if grown without the best of care. HARD, SOLID, SUN-CURED BULBS ARE THE BEST.



than that variety. Haven't seen it from large bulbs. A good investment.

**ALEC CURRIE\***—(Rides)—B25—Fine new pure lavender, darker throat; opens 7 to 9. Considered by experts to be better than Minuet by far. Tall, good propagator.

**ALAYNE\***—(Kinyon)—C21—Most beautiful light rose out yet. Stubby with some but not with me. I noticed it held its head up with 7 open in 110 degrees. All right with me if no one buys it. I can sell all the cut flowers from it I can raise. You'll find it extremely beautiful.

**ALCHEMIST\***—(Pfitzer)—B7—My choice of the later or any of the exhibition yellows. Opens 9 of the richest yellow florets at once; faced right; grows right; is right; better buy.

**ADIRONDACK\***—(Christ)—A23—Largest rose red glad known. Florets somewhat loose but fine for exhibition spike; too loose for shipping; up to 8 in. across; 6 ft. Propagates.

**ABE**—(Ellis)—A15—A Betty Nuthall again, without stripes in the throat; somewhat richer salmon; otherwise same old Betty; same type of growth; same good propagator. Good.

**ALLEMANIA**—(Pfitzer)—A17—Huge scarlet, looks good. Bright; opens 7 to 10, placed right. Most important—is very early; fair propagator; Koehl shape; better color; better glad.

**BEACON\***—(Palmer)—B17—Very fine spectacular scarlet rose with cream blotch; opens 9; will be very popular; tall; clean grower; a "must have" variety. Get this one, sure.

**BEOWULF\***—(Nitchman)—A26—Better classified as lavender mauve than lavender; largest, tallest new lavender that propagates like Picardy. Read what Harold Janes, prominent grower says: "Beowulf bloomed fine from a blt.—a most gorgeous color." Opens 6. Plant deep.

**BEAUTIFUL OHIO\***—(Hullibarger)—C21—Promising mauve rose pink, no marks, straight; opens 6. Good color class for commercial. Good clean grower; stands heat; fair propagator.

**BERICE\***—(Australian?)—A22—This variety one of most outstanding ones of the year. A huge, tall flower with 9 open; beautiful scarlet rose with entire throat cream with a huge blotch of red over it. I rate it over any other in its class. You will eventually grow it.

**BUGLER**—(?)—B25—Very fine new lavender with a soft

cream blotch on lower petal. Fine substance; opens 5; tall; good propagator. Worth trying for commercial or exhibit sort.

**BLUE ADMIRAL**—(Christ)—B28—Still considered the best of the darker blues in lower price ranges; fair propagator; 6 open; straight always; larger than *Pelegrina*, its rival.

**BOB WHITE**—(Zimmer)—B3—Considered fine commercial white; opens 7; tall; placed right; extra good propagator; pure white; lower petal has small heart blotch of rich rose. Attractive.

**CANZONETTA**—(Christ)—A11—My choice for richest colored glad; rich warm salmon self; ruffled and frilled with 10 or more open; slow propagator; superior to anything in its color class. I'd just as soon keep what I have of it, which isn't much. However, if you want some, O. K.

**COQUETTE\***—(Palmer)—C13—Fine artistic color. Will have to have an eye for color to appreciate this one. Opens 5; stems sometimes crook a little; florets about 4 inches. What a color!

**CHAMPION**—(Mair)—B24—Huge florets of deep rich lavender; opens 6; plant very heavy; stake it. Like almost all Mair varieties, somewhat slow propagator. Good grower.

**DECEMBER SNOW\***—(Nitchman)—B1—Here's a white that is warm and clear, verging on cream; opens about 6 to 8; good grower; should become a leader over *Maid of Orleans*; must be seen in quantity to be appreciated; warmth of color makes it outstanding. Midseason.

**D. A. HAY**—(Whiteley)—B11—Nice clear pink with creamy throat; not so good to my taste, but it won a F. C. C. at Ballarat, Australia, the past season. Some say will make a commercial; 6 open.

**DREAM OF BEAUTY\***—(Zimmer)—A23—Here is an exhibition variety that, grown right, will make you gasp. Color is a real "Dream," rich American Beauty rose; 8 open; tall; sometimes a bit bad spaced between florets; however, this is a real acquisition. Good for hybridizing.

**DUNA**—(Palmer)—B8—Grow this one well and you will have a real flower. I prefer it to *Picardy* for real beauty; opens 7. Try it with blue delphinium, pink asters. Oh Boy! Propagates too.

**EUIDES\***—(Errey)—B5—Not a real white, more old ivory self; opens 10 or more; will be heard from in a big way soon; was sensation at Winnipeg show, 1936. Better get some Blts.

**ERIC THE RED**—(Ellis)—A18—Very large clear red; wonderful exhibition variety; florets a bit loose on stem but tight enough for most purposes; opens 8; 7 in. across, sometimes.

**ESCORT\***—(Tower)—B4—Nice coming commercial white, no marks; opens 7; medium height; faces correctly; propagates good; fine open florets look up at you. Good investment.

**FLORAL BEAUTY**—(Zimmer)—B21—Deep rose pink, no conspicuous marks; opens 6 to 8, faced in good style; **EARLY**. Coming commercial cut flower. First time listed. Companion to Lady Marie.

**FLAMING METEOR\***—(Mitsch)—A17—Probably the tallest growing red; good commercial; opens 6; fine clear color of rich scarlet; propagates fine; a usual sell-out variety. Better get yours.

**FRANK J. McCOY**—(Brown)—A12—**WHEN WELL GROWN** this variety is outstanding. It has won several championships lately in big shows. Color is clear rich salmon self. Opens up to 15.

**GLORIOUS**—(MacDonald)—Cannot describe as yet; from Blts. only. Comes well recommended from Australia and other countries.

**GELBER ERSTLING**—(Pfitzer)—B7—A well recommended deep yellow; opens 7 large florets on fine spike; good propagator; probably has a good future.

**GEHEIMRAT DUISBERG**—(?)—A2—Very large new white; been acclaimed by all who have seen it. In my patch it opened eight. I consider better than Maunga which does not propagate good.

**GOLDEN CHIMES\***—(Ellis)—B5—One of the best of Ellis varieties; clear yellow opening 6 large florets; tall; good grower. Use it for crossing, by all means.

**HECTOR**—(Palmer)—B17—Very good needed scarlet, somewhat orange sheen; lightly stippled throat; opens about 5 to 7; robust grower and fair propagator; fine with me; like it.

**HUBERT WILKINS**—(?)—No data on this as yet; bulblet stock only; said to be very fine in Canada and Europe; probably descriptions in foreign grower's catalogues. Look it up.

**HELIGTUM**—(Pfitzer)—B4—An immense fine white with slight greenish throat; opens up to 9 on heavy plant; clean grower; medium late; not so good propagator; still very new.

**HELEN WILLS**\*—(Salbach)—C1—One of most satisfactory of the whites; opens 7; tall, late, always straight; fine cutter and just lately becoming known. Good propagator.

**HINEMOA**—(Doney)—B31—One of finest smokies, a deep rose bi-colored with slate and a few specks of ruby over the surface; opens 6 to 8 on good spike; good propagator; worthwhile.

**IRENE**\*—(Mair)—A11—Finest color Mair has yet put out; pure pink, fine yellow throat; won over Picardy several times in Canadian shows; opens up to 10; superior to D. A. Hay to my notion; is fair propagator, making good Blts. and they germinate well. You will want this one.

**ICEBERG**\*—(French)—C1—A lovely small white, in a class by itself. Strictly small dec.; color is chief asset; opens 6; graceful; wonderful for centerpieces or small baskets. **MUST HAVE.**

**JERSEY CREAM**\*—(Evans)—C4—My idea of what a cream glad should be. This variety will be well known soon. One can see what color real true cream is in this glad. Good grower; 7 open.

**JAMES FITZJAMES**—(Ellis)—A18—Huge fine red; haven't much of it; just as soon keep it all. I think it will be accepted as a fine EXHIBITION glad. Glorious color; fair grower.

**KOMIRI**—(Burns)—A14—Huge exhibition thulite pink with large cream white throat; no marks; a newcomer, listed for first time; a sure seller; opens 11; straight; really fine glad. This variety won an A. M. 1935; takes a GOOD glad to do that. Better get a start on it now.

**KASSEL**—(Pfitzer)—B18—Huge scarlet red; no marks; blazing color; opens 6; tall and sturdy, and looks like future bench flower; pretty good propagator; florets square, look up to you.

**LESCHI**\*—(Kaylor)—B20—Kaylor's best introduction as yet; a glad to grow for years to come; one of finest dark maroons; ruffled; fluted; opens 8; tall; good propagator; in fact, a real all-around glad. Be sure to get some, either from me or Kaylor; we both have it. **I LIKE IT.**

**LONDONDERRY\***—(Christ)—A9—A glad with a decided future; tall; always straight, with a fine autumn bronze color; propagates heavy. J. D. Long says "Outstanding." Real color would be described as rich orange with smoky cast, scarlet stippling in throat; very LARGE; watch it climb.

**LOTUS**—(Prestgard)—C4—Another artistic creation; rich cream overlaid light pink; waxy texture; opens 6, medium height; good propagator. A basket full of it is a DREAM. Color conscious?

**LIGHTS OF GOLD\***—(Hornberger)—B12—Splendid new ruffled vivid salmon pink, with entire throat lit with clear pinard yellow; opens 6; straight; tall; fine propagator; A. COMING COMMERCIAL. Med. S.

**LADY MARIE\***—(Zimmer)—B11—Earliest commercial pink, received high commercial rating by the Pappas Nursery Trial Ground; opens 7; 50 in. tall; rich salmon; no marks; 65 days. Immense propagator.

**MAKENU\***—(Burns)—A9—Vivid orange with huge scarlet blotch; resembles Pfitzer's Triumph but some say it will not burn in the sun; opens 10 also. Award Merit, N. Z. '34. Stock scarce in America. Good prop.

**MAC**—(Both)—A9—Huge orange suffused scarlet; makes 7-inch flowers; about 7 open; tall and straight; a good investment for a future exhibition glad. Good propagator.

**MANU\***—(Burns)—B22—Rose doree, small central line of magenta; opens 8 or more; won a F.C.C. '36; Best Novelty New Zealand show '36; a comer; good doer; straight; large florets, too. Well recommended.

**MISS MARION\***—(Zimmer)—A25—When well grown this variety is hard to beat in the lavender class. A wonderful color with fine spike, and up to 12 open; bulbs not so good looking; propagates fair. This variety was a sensation at the Indiana show 1934. Will be heard from soon. GOOD.

**MILFORD\***—(Rides)—B29—Most satisfactory of the light blues so far; best I have seen of the glad of this color on the market. (I have seen some better ones, by far, in the Scheer seedlings.) Believe Milford will lead the light blues for several years, especially in commercial class. Opens 8.

**MATADOR\***—(Christ)—A31—I described this once as hav-

ing "barbaric" beauty; means just that; a riot of blazing lavender and reddish purple; spike fine; 6 or more open; good grower too. NOVELTY.

**MRS. E. J. HEATON\***—(Heaton)—B11—Truly a coming commercial variety; has fine color, soft rich salmon with huge yellow throat blotches; about 7 open on tall spike; good from small bulbs and is a fine propagator. By all means, if you grow commercially, invest in this one. Drought resistant.

**MAID OF ORLEANS\***—(Pützer)—B2—Described by some as cream, but to me a pure live white with a touch of cream in throat; 6 open; tall and fairly early; fair propagator; MUCH IN DEMAND; very fine.

**NORTHERN LIGHT**—(Kunderd)—A23—Best of Kunderd originations for some years; rich rose red; a large flower; 8 open; tall; won over Picardy for best spike in Indiana State Fair 1935; also good propagator; well worth while.

**NINO MARTINI\***—(Nitchman)—A21—This variety was described wrong in last year's catalogue; should have been: color, rich salmon rose with orange cast, self; verging on rose pink; will stand an extraordinary amount of heat after cut; opens up to 10 on TALL spike; slow to medium propagator; one that under another name won some awards in Australia; is now in large demand there. Try it.

**OLIVE MARIE BROWN\***—(Phelps)—C5—A fine novelty; opens 10; very graceful; good spike; fine decorative; will surely become a good commercial; color is clear amber, between medium yellow and light orange.

**ORANGE DELIGHT\***—(Kunderd)—D9—A winner picked by Louie Fischer; color is fine bitersweet orange, and shape and size are desirable for miniature work; will go far; about 5 open; medium height.

**PRAIRIE GOLD\***—(Corrington)—C9—Called by some a deep yellow; I prefer to call it the most artistic shade of light orange I have ever seen; a sure winner on my field; baskets of it are wonderful; 6 or more open; medium to large size florets; wonderful grower and propagator. Extra good.

**PICARDY\***—(Palmer)—A11—A glad that is fast losing

value due to its enormous propagation power, but a glad whose color will cause it to be popular for several years yet. Glorious rich, warm, shrimp pink with apricot shading; opens up to 10 on fine tall spike; has won COUNTLESS awards. Probably Picardy will be the parent of some of the world's most valuable seedlings; I know for sure that it has already fathered for Dr. Scheer some of the finest things yet to be produced by man; these will, I am sure, displace their parent, the unforgettable PICARDY.

**PINK CHAMPION**—(Zimmer)—A11—A variety as yet little known; winner of Champion Seedling at the Indiana show several years ago (1932); it has been restricted in sales; color is rich, warm, deep salmon; opens up to 8 on fine spike; self color; a sure winner in deep pink classes.

**PURE GOLD**\*—(Dehnoff)—C5—In my estimation the most beautifully colored yellow. Janes of Wisconsin says: "What a beauty! Imagine it with a Milford in a basket!" Others who have seen it confirm our belief that it has a great commercial future; opens 5; very tall; medium S.

**POLAR ICE**\*—(Pfitzer)—B1—Nice large pure white with round florets; not as many open as Star of Bethlehem but will open about 6; looks like some possibilities for commercial use; fair propagator; good grower; good keeper, and a fine color.

**PINNACLE**—(Arenius)—B21—Not a good color with me; somewhat streaked light rose pink; however, is fairly nice spike with quite a few open; probably a fair commercial as it propagates good.

**PENSACOLA**\*—(Christ)—B18—This rich scarlet red is absolutely the finest color in reds yet been shown in America; opens 7; medium to tall height; good grower; propagates fine. J. D. Long says: "Very attractive. Best color in class." Others say the color is a dream. I think so.

**REVERIE**\*—(Palmer)—B13—Mighty fine commercial glad; light pink with cream throat; opens 7 on tall spike; straight; good propagator; good keeper; good all around.

**ROSE LADY**\*—(Christ)—B30—Has been a consistent winner in Australian shows; a wonderful shade of rich mahogany rose overlaid with smoky effect; up to 10 open, and 6 inches across, on fine heavy spike. If interested in good

color harmony and exhibition spikes, try this; priced now to where you can. The facing has been OK with us; looking right at you; propagation fine. Stock heretofore has always been bought before ready to list. Now in better quantity.

**ROYAL. OMAR\***—(Christ)—B11—Very fine artistic glad of richest salmon pink; self; ruffled and fluted; opening 10 big round florets; a good spike; stock scarce until this year. I want you to bloom this some time. If you like rich pink, you will love this one. Winner down in New Zealand.

**ROSEX**—(Palmer)—B12—Light rose approaching salmon; up to 8 open; stock scarce yet; short.

**RAMSAY MacDONALD\***—(Pfitzer)—B27—Clear purple self; probably the best of its type; opens 7 on tall spike; good size; good propagator; color class is weak and this is a fine addition.

**RATANA\***—(Burns)—C20—Heavy ruffled, large florets; not many buds; 5 open; graceful; clear dark maroon or blackish red; glossy appearance; a duplicate of a ruffled fluted Moorish King.

**RAQUEL\***—(Nitchman)—B4—This variety is a giant in its class; opens 6 to 9; immense florets on tall spike; intended to be a cream, but is rather deep; not deep enough for light yellow; not pretty unless in a **WHOLE BASKET OR GROUP**, then it's fine. An immense propagator. The color is not just what I would select if doing it over again, although reports from many say it is well liked. Tastes differ; mine changed maybe—but, anyway, it is here to stay, rest assured.

**RECOVERY\***—(Blake)—A23—Blake's best introduction and a real genuine coming commercial. Soft salmon red; no marks; up to 9 open, well expanded florets; straight spike that stands over 100 degrees heat fine; blooms from blts. too; have good stock of this. **INVEST.**

**ROSE STANDISH\***—(Kinyon)—C21—Fine clear shade of light rose, resembling Alayne; think maybe sister seedlings. Six open; ruffled some; tall; fine florists' variety; beautiful buds.

**RAPTURE\***—(Palmer)—C11—Another fine one by Palmer. Medium salmon with widespread creamy blotch; tall; fine



propagator; opens 7; fine commercial cut flower. I like it as well as any.

**REGENT**—(Palmer)—B17—Deep scarlet; not much for me this summer due to extreme heat. Some say will open up to 10; better color than Koehl; just fair propagation.

**ROYAL PRINCE\***—(Fletcher-Ellis)—A27—Mammoth purple; self; tall; opens 6 or more; fine addition to the class; wonderful propagator; nice bulbs. Another Ellis seedling worth while.

**ROBERT BURNS\***—(Christ)—B28—This is of course the finest deep blue yet introduced; however, until this year we have been very short on it; stock is a little more plentiful this year; not low in price yet, however. Opens 7 on a fine spike; fair propagator; **HYBRIDIZE** with this.

**SPANISH CAVALIER**—(Ellis)—B17—Tall, straight spike with 7 open; rich salmon scarlet with diffused and stippled creamy blotch; attractive and novel; not so good as Beacon however, although maybe taller; good propagator.

**STAR OF BETHLEHEM\***—(Pfitzer)—A1—Saw a spike of this at the Indiana show this summer that would make anyone gasp; had nine open, immense, immaculate florets of purest white. Yes, it's a comer; not such a fine propagator.

**STEVE'S CAMPFIRE\***—(Steves) — C17 — A REAL RED decorative; not scarlet nor orange but pure self crimson; opens 6 on tall prim spike; opens to 5 inches across; fine propagator.

**SYMPHONY\***—(Palmer)—B21—Another good Palmer variety that will make its own way. Near the shade of Coryphee but **STRAIGHT**, tall, grand; soft light rose pink with clear cream throat; commercial variety opening up to 7; fine propagator, and all around good variety.

**SERENADE\***—(Mitsch)—B13—My choice of Mitsch varieties so far. Color is glorious pink and white; good cutting spike; graceful and not heavy; opens 7 for me. I recommend it. Fine propagator

**SUPERWHITE\***—(Ellis)—B1—Fine new white, pure Phipps type; opens 8 or more; looks to me like a competitor for first honors with M. of Orleans; maybe lot larger; fine facing; propagator.

**SMILING MAESTRO\***—(Christ)—A15—Here is a variety that has already been acclaimed the best in its color class; opens up to 12; huge deep pink, salmon rose self; tall; strong; good propagator; beautiful also. Read what other growers say about it. Stock more plentiful now than before and no reason why you can't have a bulb or more of it. You'll want more.

**SWEETHEART\***—(Prestgard)—C3—A rich PURE pink, completely shaded lively white; opens 6 five-inch florets on tall, wiry spike, no crooks. This variety, as mentioned in synopsis, is a new standard in BEAUTY—in fact I consider it to be THE BEAUTY of all. Good propagator. Most florists haven't seen it yet, but when they do, those who appreciate COLOR will immediately invest in it. A basket or spray of it is OVERWHELMING.

**THE BOUNTY\***—(Nitchman)—A20—Wrong description in last year's catalogue; had this one and Martini mixed a little. The Bounty is a fine dark maroon and makes a spike like that of Swenson; twin rows of florets and opens to 10; dark rich maroon shade; good propagator; huge blts. Probably the leader in this class. W. J. Warner, of Oregon, likes it very much, saying it grows straight as an arrow for him.

**TOA**—(Miller)—B16—An improvement over Pfitzer's Triumph; not as rich a scarlet, however, but opens more; good propagator; 7 open; 6-inch florets.

**TREVONIAN\***—(Hornberger)—B23—Rich rosy pink suffused with red; very fine with me and is a good coming commercial; immense florets; 7 to 9 open, and a fine propagator. This will be very popular very soon, I believe. A basket of it is stunning. Hornberger has given us SOMETHING in this one and Lights of Gold, both.

**TAIROA**—(Miller)—A30—Mammoth spike with 7 six-inch florets open; did right well with me even in 100 degrees; an odd color, novelty class; promising variety; best from large bulbs.

**3 L O**—(Burgess)—A22—Tall spike, 12 open; color just mediocre; be better if base color was more uniform; BIG however and in demand. You might like it, though. I don't. Won a F. C. C.

**VESPER BELLS\***—(Neeley)—C8—Neeley's most popular variety. A delicate miniature of Wasaga with a few more open and much heavier ruffling; nearly same color; better spike than Wasaga. Many who bought last year have already reordered for floral use. Lovely with mauve flowers.

**WASAGA\***—(Palmer)—C8—A little larger than Vesper Bells; about 5 inches when full grown; 5 open; color described by many as most beautiful golden buff. It is lovely, alright; a self color; was a sensation at National Show in Cleveland, Ohio, when first shown. Still a seller.

**WAIKAWA**—(Burns)A??—Another new one; from blts. only; well recommended.

**WINGS OF JOY\***—(Christ)—A13—This variety can run circles around Miss New Zealand for size and I think for beauty, too; opens up to 12; have seen spikes with six side spikes; all over six ft. tall, carrying a total on all spikes of more than 30 blooms open at one time, many reaching 7 inches across. HAS WON SEVERAL CHAMPIONSHIPS DOWN UNDER. A real giant; color, flesh pink self shade; fine propagator. PLANT DEEP.

**WHITE WINNER**—(Blake)—B2—Blake's best white; a companion to Recovery for a good glad; pure white, small indistinct lilac feather; opens 7; good variety, although not to be compared with some of the Ellis whites.

**WEIZES HAUS\***—(Pfitzer)—B1—A new white that looks good from small bulbs; 6 to 8 five-inch flowers on a fairly tall spike; good propagator; probably a good competitor.

**WINGS OF SONG\***—(Ellis)—A11—A Picardy seeding that was for me one of the finest things of '36. I had spikes that made one gasp. Color is much superior to Picardy, form as good, and looks as though it would be as good a propagator. Still high but worth investing in. Opens 8 for me in terrible heat and stood the heat better than Picardy. All in all—GET SOME—you will profit by it.

These varieties will be listed by us next year: Tunias Triumph, Tunias Blue, Blue Wonder, Pink Selection, Kanohi, Tatahi and others

**PLEASE NOTICE**—This list is just a part of the number of varieties we list for offering this year. You will find a lot more of them in our price list in this booklet. The above

varieties are capitalized for easy finding. The ones in small letters are NOT DESCRIBED. Turn to these pages.

Because they are not described does not mean that these varieties are discards or worthless. Many of them are accepted glads and others are still new ones that for one reason or another we have decided to discontinue growing. Probably our personal dislike of some of these will be of benefit to you as we have made a low price on those varieties. At any rate, you will find listed many varieties that are being acclaimed by other growers, and rightly so. We however preferred to give space to only the newer and more deserving kinds.



## NOTICE

The pricing of gladiolus bulbs is somewhat a gamble. We never know accurately just what other growers are asking for their stock, but we do say this: **WE WILL MEET ANY RELIABLE GROWER'S PRICES.** We are not intending to cut prices, nor shall we—and we consider a grower reliable **ONLY** when he is an accepted grower who issues a regular list each year. Such growers are considered reliable because they are making their living by this business, and the fly-by-night type of grower is not to be considered as an honest, reliable and dependable type. A grower who is in business one year, and gone the next, cannot give you satisfaction on any complaints you may have to make, and the reliable type of grower is only too willing to adjust any and all complaints. So consider that phase when you order your bulbs this year.

**SPECIAL** attention given to orders from old customers. Mention that fact.

## SHIPMENT

We can ship bulbs to you at any time. Winter weather does not bother us as, when conditions are severe, we ship by express, and shipments are insured. Shipments are packed in good condition and insulated against frost or heat. Place in a cool place upon receipt and allow to rest for a few hours to gradually warm up before opening package. If you prefer to have us ship parcel post charges collect, just mention this and we will put in some extra bulbs to make up for your expense.

## ABOUT SIZES

### WHAT SIZE SHALL I BUY?

If you are an amateur and wish to grow glads chiefly for exhibition blooms, I would recommend that you purchase large sizes. These bulbs run in size from No. 1 to No. 2. These

will generally give the largest blooms and good bulbs will give good increase.

If growing for bulbs and increase, and still want to see some bloom, a medium size, or No. 3 and 4 size bulbs will produce fairly good bloom and a fine lot of increase.

In growing for increase and bulbs only, we recommend that you invest in small size bulbs. HOWEVER, we do recommend the growing of stock from bulblets. With the special leaflet we furnish with all bulblet purchases we think you can, if you follow the directions, grow good bulbs with a good percentage of germination from bulblets. We do NOT guarantee bulblets to grow however, although we choose good bulblets to fill your order. Where bulblets are small in size (and many varieties are) we try to include some over-count. Standard sizes are considered when mentioning sizes above.

## Introductory Specials

Many of our former customers are asking for special sets for various types of growers. We are herewith offering some special sets that you can save money on. These sets are made up in advance and varieties cannot be changed as values are all figured in advance.

**OFFER R-6**—This is intended for beginners or just garden fans who want bloom. Each bulb will be of a large or medium size; at any rate, enough to give fine bloom.

**Aflame**—tall scarlet.

**Com. Koehl**—tall deep red.

**Bagdad**—huge smoky.

**Dearborn**—large tawny or-

**Betty Nuthall** fine tall coral ange.

**Blue Danube** light medium blue.

**Duna**—wonderful buff pink

**Helen Wills**—popular white

**Emile Aubrun**—fine smoky rose.

**Wuertemburgia**—new scarlet.

**Sun God**—fine new salmon.

**Picardy**—outstanding pink.

10 bulbs of each—120 bulbs for \$3.00

25 bulbs of each—250 bulbs for \$6.00

50 bulbs of each—500 bulbs for \$10.00

You will find plenty of extras sent with each collection, and also over-count.

**OFFER B-10**—A collection for the advanced amateur, wishing to try out newer varieties. The bulbs will be of a medium to large size, adequate to give good bloom.

<b>Adirondack</b> —mammoth rose.	<b>Flaming Meteor</b> —good red.
<b>Amador</b> —new fine red.	<b>F. J. McCoy</b> —exhibition pink
<b>Bill Sowden</b> —tall red.	<b>Irene</b> —new prize winner.
<b>Bob White</b> —fine white.	<b>Margaret Fulton</b> —commercial
<b>Coronation</b> —new pink.	salmon.
<b>Christabel</b> —delicate pink.	<b>Mildred Louise</b> —strawberry
<b>Wasaga</b> —beautiful buff.	pink.
<b>Dream of Beauty</b> —Extra fine	<b>Picardy</b> —rich pink.
rose.	

5 bulbs of each.. 70 bulbs for \$ 3.00

10 bulbs of each—140 bulbs for 5.00

25 bulbs of each—350 bulbs for 12.00

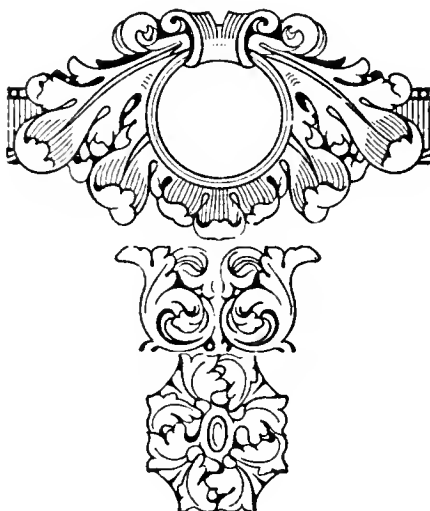
**OFFER B-15**—A collection of rarer sorts for the advanced amateur, who wishes to save money in pursuing his hobby. All bulbs will be large enough to throw a bloom, from size four on up.

<b>Alayne</b> —latest rose sensation.	<b>Maid of Orleans</b> —fine new white.
<b>Alchemist</b> —new fine yellow.	<b>Nerissa</b> —exhib. salmon.
<b>Berice</b> —tall blotched salmon.	<b>Pink Champion</b> —a winning
<b>Bugler</b> —fine lavender.	deep pink.
<b>Blue Admiral</b> —sensational	<b>Pure Gold</b> —most beautiful
blue.	yellow.
<b>Debonaire</b> —commercial pink.	<b>Reverie</b> —rich new pink.
<b>Emeline Manning</b> —fine apricot.	<b>Recovery</b> —Comm. red.
<b>Escort</b> —early white.	<b>Rose Standish</b> —new laven.
<b>Iceberg</b> —fine white.	<b>Rapture</b> —new exhib. pink.
<b>Londonderry</b> —new orange.	<b>Star of Bethlehem</b> —a fine
<b>Lady Marie</b> —early pink.	white.
<b>Lights of Gold</b> —Dec. pink.	<b>Silversheen</b> —a new silvery
<b>Smiling Maestro</b> —sensational	pink.
pink.	<b>Serenade</b> —fine pure pink.
<b>White Sword</b> —late fine white	<b>Wings of Joy</b> —a mammoth
flesh.	
<b>Mrs. E. J. Heaton</b> —fine salmon.	<b>Trevonian</b> —extra good rose

1 bulb of each— 23 bulbs for \$ 5.00  
5 bulbs of each—140 bulbs for 15.00  
10 bulbs of each—280 bulbs for 25.00

There will be plenty of extras on all these collections, and as said before, over-count—but collections must be ordered intact. We will be glad to quote you however on your own collection, made up from this list or the catalogue proper.

**ATTENTION—SPECIAL OFFER (cash retail)**—We will give **FREE**, one bulb of Chief Red Bird on any order of \$50.00 or more. We will give **FREE**, one bulb of Beltane the Strong on orders of \$25.00 or more.



LONGWORTH [ PRINTED  
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# INCENSE

## THE ONLY FRAGRANT GLAD IN COMMERCE

INCENSE is the origination of Mrs. Anna L. Miller, of Nashport, Ohio. We believe that Incense is the forerunner of a race of fragrant gladiolus and already seedlings are being introduced from this variety as a parent, that are showing signs of more beauty and distinct fragrance.

In itself, Incense is a very graceful, decorative glad with a color that, while it cannot be considered beautiful, is still very attractive. Has very small hood and wiry stem, allowing its use for tip bowls and centerpieces, very nice. The color is a rather deep begonia rose with sulphur yellow lower petals. The buds are really very attractive in themselves. Incense opens about 5 at once and has fine holding qualities. It has been shipped hundreds of miles during the last few years, to exhibitions and many of you have already inspected it after being cut for several days. Mrs. Miller has inaugurated a novel contest in that she is offering several prizes, especially an Achievement Trophy, for the best seedling bearing fragrance evolved from Incense during a period ending 1943. For further details on this contest write Mrs. Miller herself.

A limited amount of bulbs of Incense will be offered this year by us, acting as agent for Mrs. Miller. Only large bulbs will be sold and at a price of \$2.00 each; 6 bulbs for \$10.00.

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# THE GLAD GROWER

## INTERNATIONAL CIRCULATION

Last winter my catalogue carried the notice that I intended to create a publication devoted to the gladiolus. Response was excellent and today this magazine, THE GLAD GROWER, is well on its way to a successful future. With many obstacles to overcome and with low financial capital to start, it has now approached the first step of the ultimate objective. That is: to create universal interest in this well-known flower. We feel that anyone who is interested at all in the gladiolus should read this little book each month and all that are now growing glads, either amateurly or commercially, will profit with its addition to their library of horticultural magazines.

The subscription price is \$1.00 per year; three years for \$2.00. We also are offering the subscription to all new subscribers who place an order with us for \$10.00 or more. We shall be glad to send you some sample copies for examination before subscribing, should you request the same.

Mail your subscriptions direct to the editor, H. J. Nitchman, Arlington, Ohio. BE SURE to give full name and correct street address, with city and state plainly marked. Your first copy will be received the first of the month after your subscription is received by us. We will also be very pleased to have the names of other glad friends whom you think would be interested in receiving a sample copy. Be sure to give their correct addresses. In case your subscription is sent with an order we will be glad to include a few nice extras for additional names of friends you know to be interested in growing glads. For you folks who live in the Eastern United States we mention that you can, if you prefer, send your subscription to Mr. C. W. Brown, of Ashland, Massachusetts, who is our circulation manager.

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